

CPD ANNUAL REPORT FOR FY2022

July 1, 2021 – June 30, 2022





CPD ANNUAL REPORT FOR FY2022:

July 1, 2021 – June 30, 2022

Contents

Vision Statement.....	2
Goals.....	2
Student Engagement in Career Development Activities across DU	3
Burwell Center for Career Achievement: Building and Community Highlights	8
Supporting DU's 4 Dimensional Student Experience and Fostering Connections between Classroom and Careers	10
Student Employment	12
Employer Connections.....	14
Alumni Career Services	16
First Destination Outcomes	18
Career and Professional Development Staff Team: Contributing to the Field in FY22	22

Our vision for career and professional development is as follows:

All University of Denver students and alumni engage with an inclusive, global community of support to pursue careers and lives of purpose.

Career & Professional Development pursued the following goals from July 1, 2021 – June 30, 2022:

Goal: 70% undergraduate engagement.

Result: 74.1% engaged in FY22.

Goal: 42% traditional master's engagement.

Result: 45.1% engaged in FY22.

Goal: 15% 2U master's engagement.

Result: 29.9% engaged in FY22.

Goal: Advance CPD's strategic plan for diversity, equity, and inclusion (DEI):

- 1:** Representation of staff and volunteers. 6/7 action steps complete or on track.
- 2:** Career staff training. 3/3 action steps complete or on track.
- 3:** Employer training program. 3/3 action steps complete or on track.
- 4:** Financial support for experiential learning. 3/3 action steps complete or on track.
- 5:** Campus integration with diverse communities. 1/2 action steps complete or on track.
- 6:** Tailored marketing and communication. 1/3 action steps complete or on track.

For details on our DEI plan, please visit: <https://career.du.edu/career-professional-development-launches-diversity-equity-inclusion-plan/> Action steps for goals 5 and 6 have been revised and work in these areas will continue in FY23.

The year spanning July 1, 2021 through June 30, 2022 was a remarkable one for career and professional development at the University of Denver. 4206 undergraduate students, 2299 master's students, 276 doctoral students, 233 employers, and 1,846 alumni were engaged in career development activities over the course of the year. These are accomplishments that demonstrate DU's scale and excellence in career services, and that result from the great work of the career teams across DU.

The following report includes data and highlights from the year, illustrating the many and varied ways that career teams engage as many students and alumni as possible in career development.



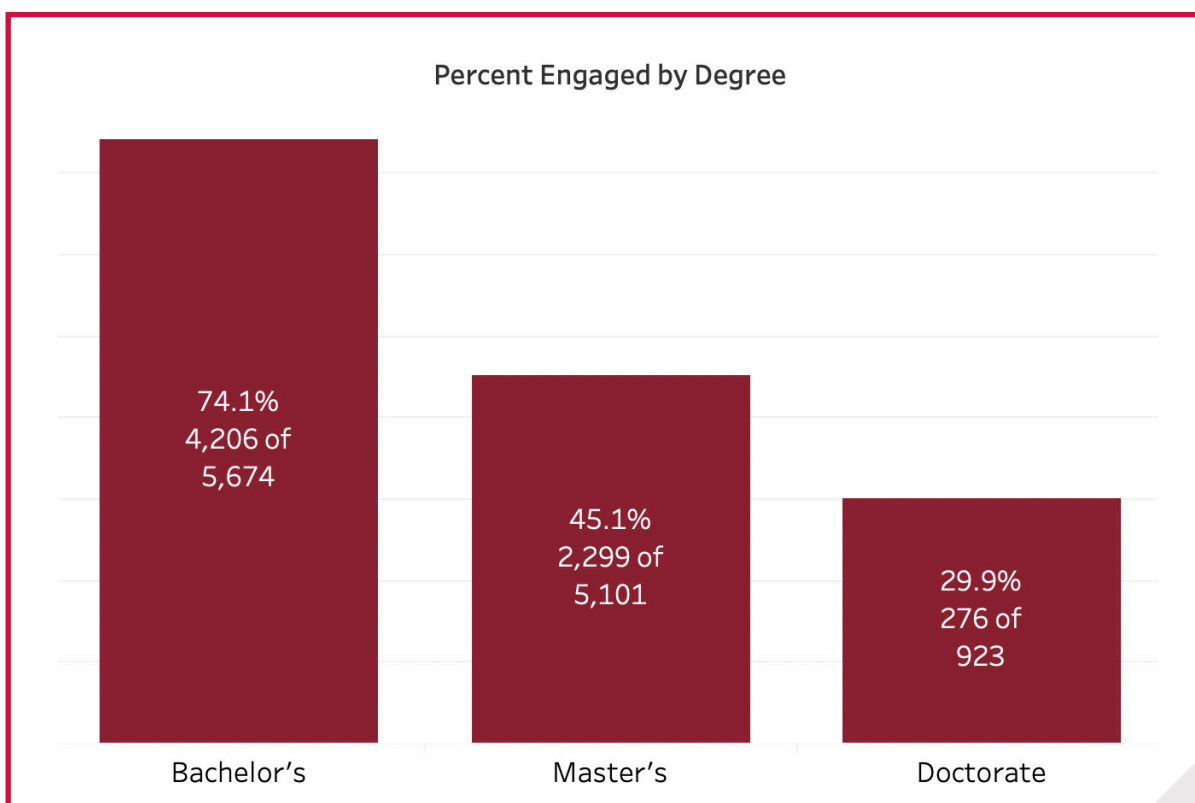


Student engagement in career development activities across DU

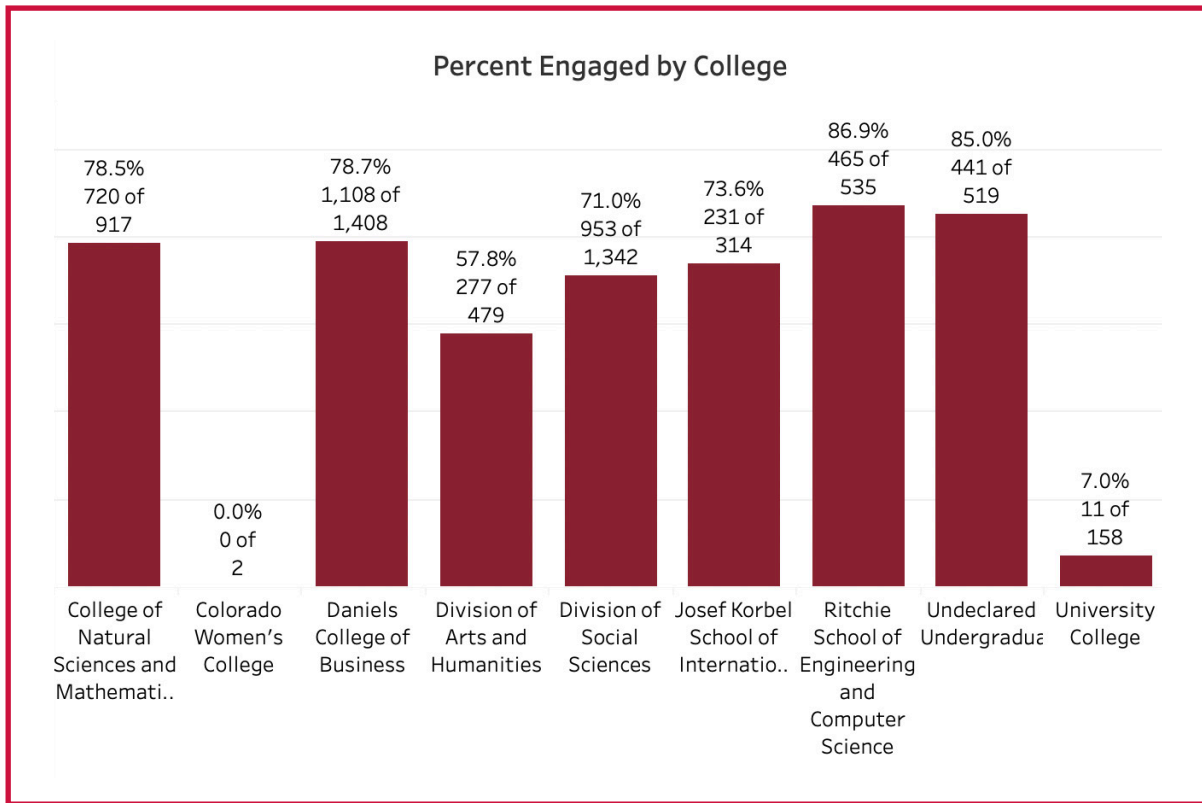
Student engagement goals for FY22 were exceeded through collaborative work with the other career services offices across campus. Engagement is defined as at least one interaction with the career office through an event, a class presentation, appointment attendance or feedback on a submitted resume.

Programs with required career content experienced the highest percentage of engaged students:

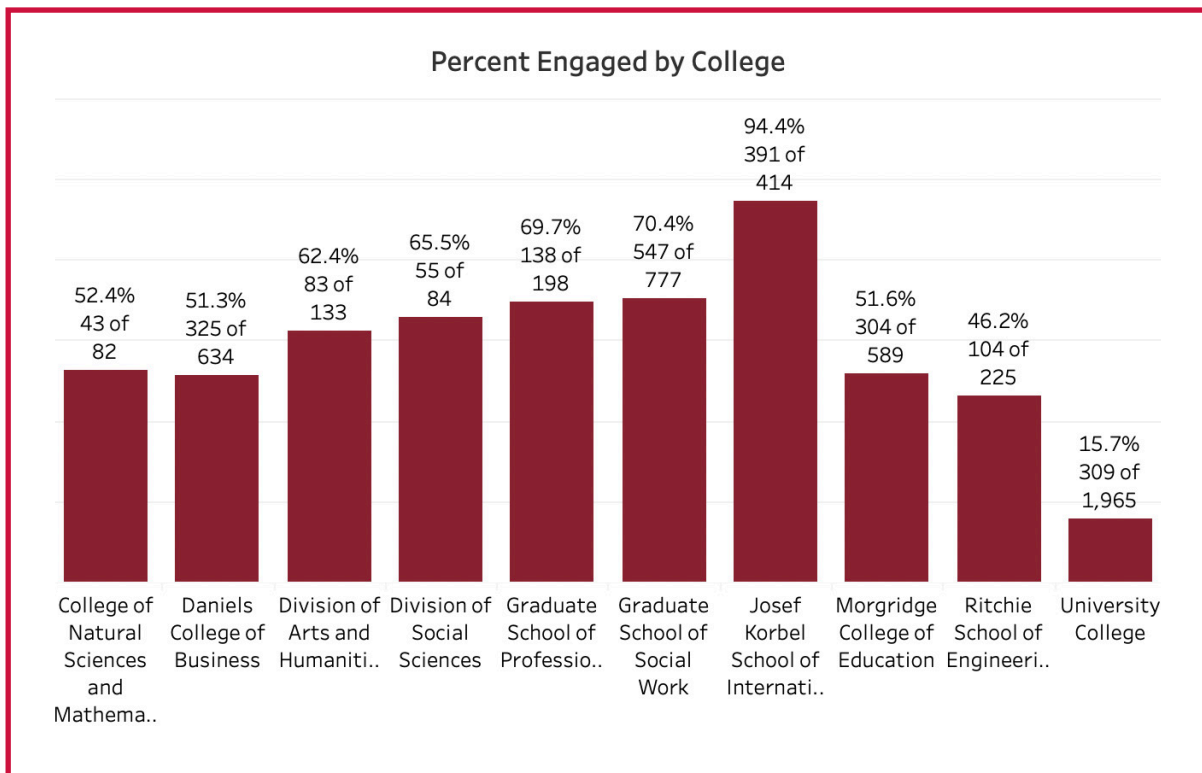
- Korbel Office of Career & Professional Development—master's degrees 94.4% engaged
- Daniels College of Business—Daniels Professional Development Program (DPDP)—78.7% engaged



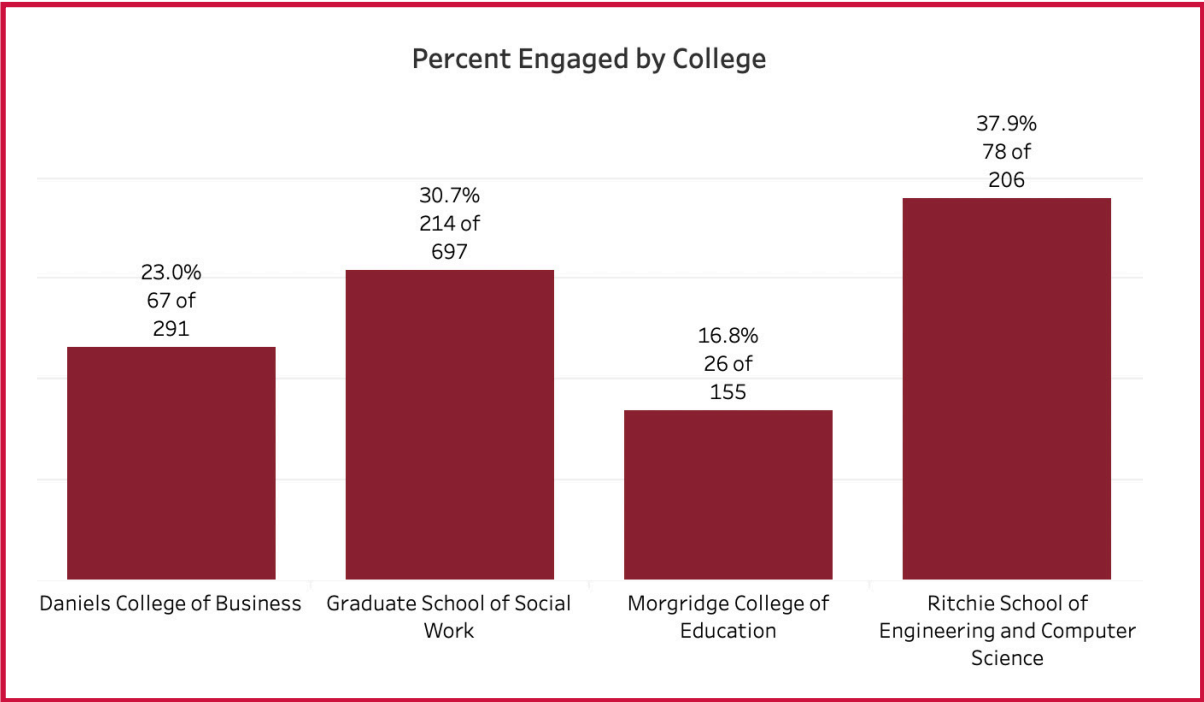
Bachelor's engagement:



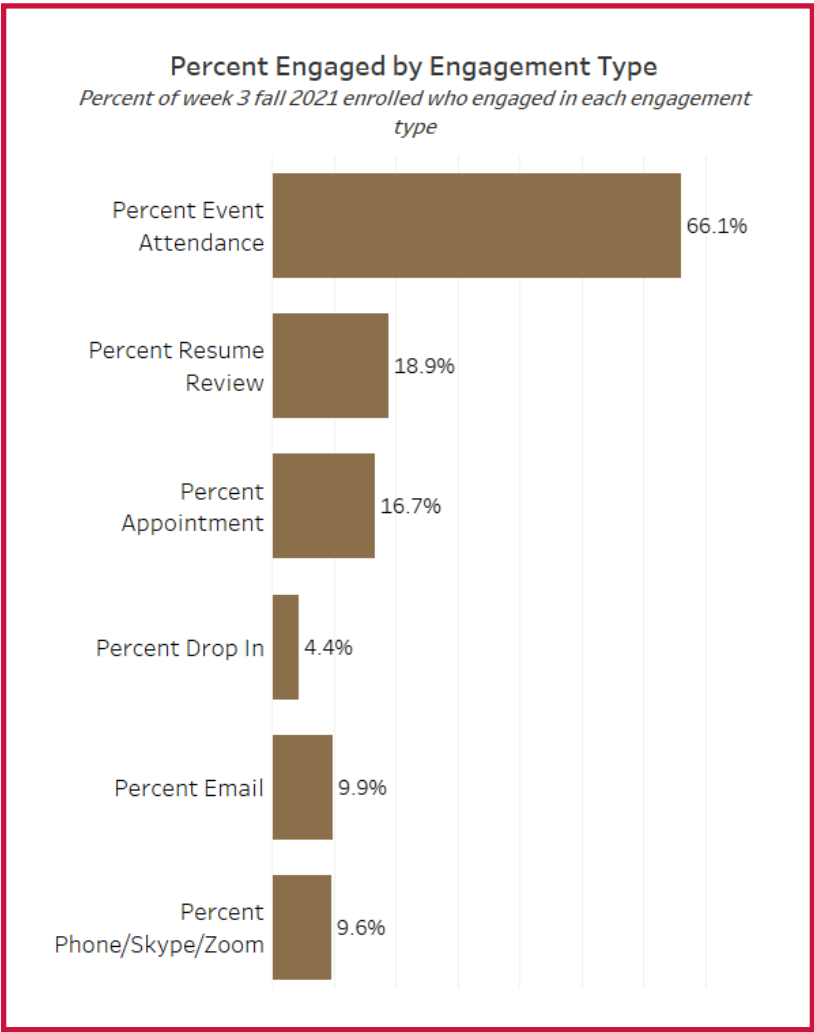
Traditional master's engagement:



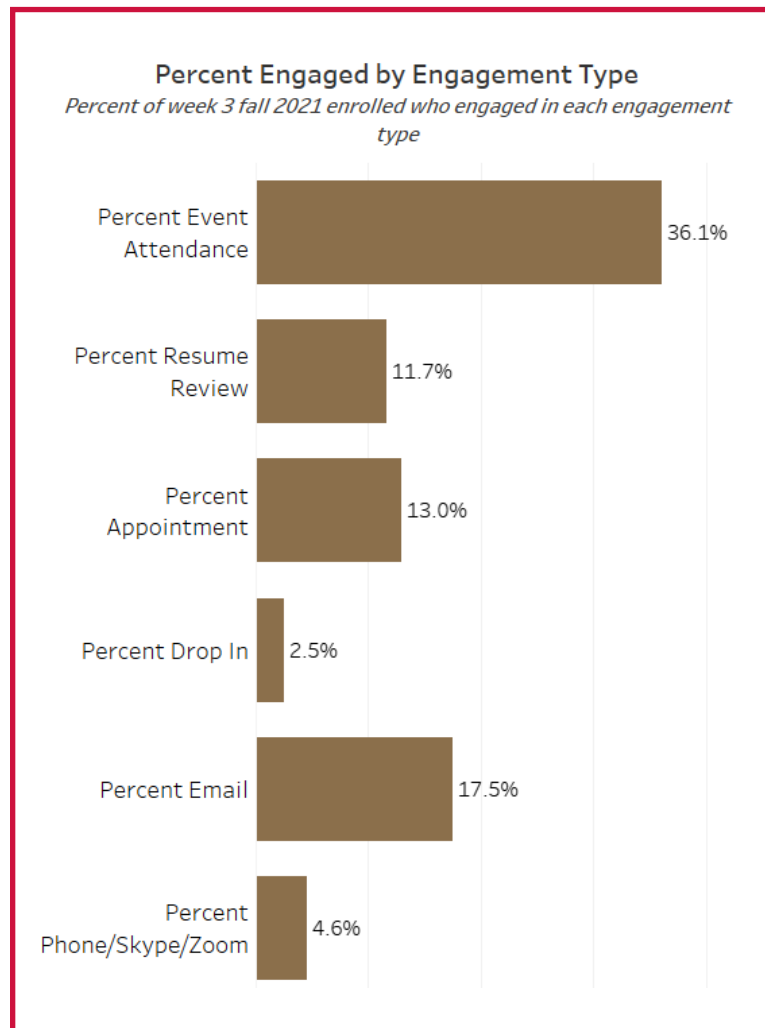
2U master's engagement:



How undergraduates engaged: By participating in a variety of activities, students were able to complete important milestones that helped them prepare for and move forward with their career paths.



How master's students engaged: Of note on the chart below is that master's students engaged at different rates across the engagement continuum.



Program examples:

- CPD collaborated with GSPP, Morgridge and CAHSS to provide a virtual three-part series focused on topics facing graduate psychology students and alumni: Working on Interdisciplinary Teams (24 attendees), Working with LGBTQIA+ Communities in Mental Health (50 attendees) and Private Practice/An Interdisciplinary Bootcamp (72 attendees).

- The Etiquette Dinner successfully returned to an in-person event format. By communicating with the registrants up to the day before we were able to accommodate every student who had been on the waitlist who wanted to attend. The final count was 89 student attendees and 11 alumni table hosts. Students from nearly every DU college were in attendance and 66 attendees were undergraduates and 23 were graduates (including 3 doctoral students). The students were highly engaged and asked several follow-up questions throughout the program. Some stayed after to continue conversations with table hosts and shared that they learned a lot and enjoyed the event.
- For each of the three career fairs, resume and interview preparation was provided that was open to all DU students and was held in partnership with other career units.
- All students who submit a resume in PCO must go through a review until their resume is approved. For FY22, 2,422 resumes were provided with feedback while 896 were approved without feedback. A total of 3,318 resumes were uploaded and approved in PCO. This is an increase of 36% from FY21 and a significant increase in workload for this process.

Burwell Center for Career Achievement: Building & Community Highlights

The Burwell Center for Career Achievement is our beautiful 23,000 square foot LEED Platinum building that is home to Career and Professional Development, Employer Connections, Alumni Engagement, and Student Employment. Students may also suit up for interviews and other events requiring professional attire by visiting the Career Closet, where professional clothing is provided for free thanks to donations. The Burwell Center also has areas designed for enjoyment and “hanging out”, such as the cozy fireplace lounge, the relaxing T.J. Polite Respite Room, the bright and airy Shopneck Family Pavilion, or the Daniel and Janet Mordecai Executive Lounge which visiting employers can call home while on campus.

Achieving LEED Platinum is an exciting accomplishment for this building, which showcases cutting edge design and the latest in environmental efficiency. Once you enter the building, the exposed wood gives a glimpse of the construction technique, known as CLT or Cross Laminated Timber - which not only provides a warm aesthetic, but also provides superior fire, seismic, acoustic, environmental, and thermal performance. The many windows also flood the rooms with natural light, and all the systems are designed to use very little resources. The building is also topped off by a whole roof of solar panels.

With COVID levels decreasing and the University reaching “clear” status, we were pleased to have the opportunity to open our doors to larger and wider audiences in the 2021-2022 school year. This afforded us the opportunity to host many more events during the year, including:

- **Faculty Career Champions Breakfast**—Our first large event in the building, honored faculty who were nominated by students for their support of student career development.
- **Day of the Dead Celebration**—Part of the Cultural Center’s Hispanic Heritage Celebration, the Dia de los Muertos event welcomed cultural performances and a DU and community audience.
- **October and March Graduation Celebrations**—These open houses welcomed and celebrated graduates during times with no official walking ceremony, connecting them to alumni services.
- **Ribbon Cutting Ceremony**—The ceremony featured remarks from Barbara Burwell and brought together the Burwell family and the generous donors who helped make the building a reality. The campus community gathered to celebrate this milestone for the University campus.
- **Campus Grand Opening Celebration**—Students were introduced and connected to the services available to them within the building, and we welcomed over 100 guests.
- **Summer BASEcamp**—A 6-week Accelerator program for students in Entrepreneurship.
- **Get Hired Now**—A series of sessions and workshops geared towards newly graduated students.
- **DU and Mines building study and social event**—As part of a grant, students in DU’s Daniels College of Business partnered with Colorado School of Mines on a study assessing the environmental benefit of CLT construction, as well as analyzing data of energy use and savings.

- **Homecoming and Hockey Pre Games**—As a campus home for alumni, the Burwell Center hosted many pre-game receptions before hockey games and other sporting events.
- **Woodworks industry event**—Woodworks and the Wood Products Council helps developers bring wood buildings to life. The building was showcased to promote CLT construction.

- **Career Fairs**—The Employer Connections team hosted the year's Career Fairs in our building.
- **Student Employment Fair**—The fair hosted departments offering positions for students.

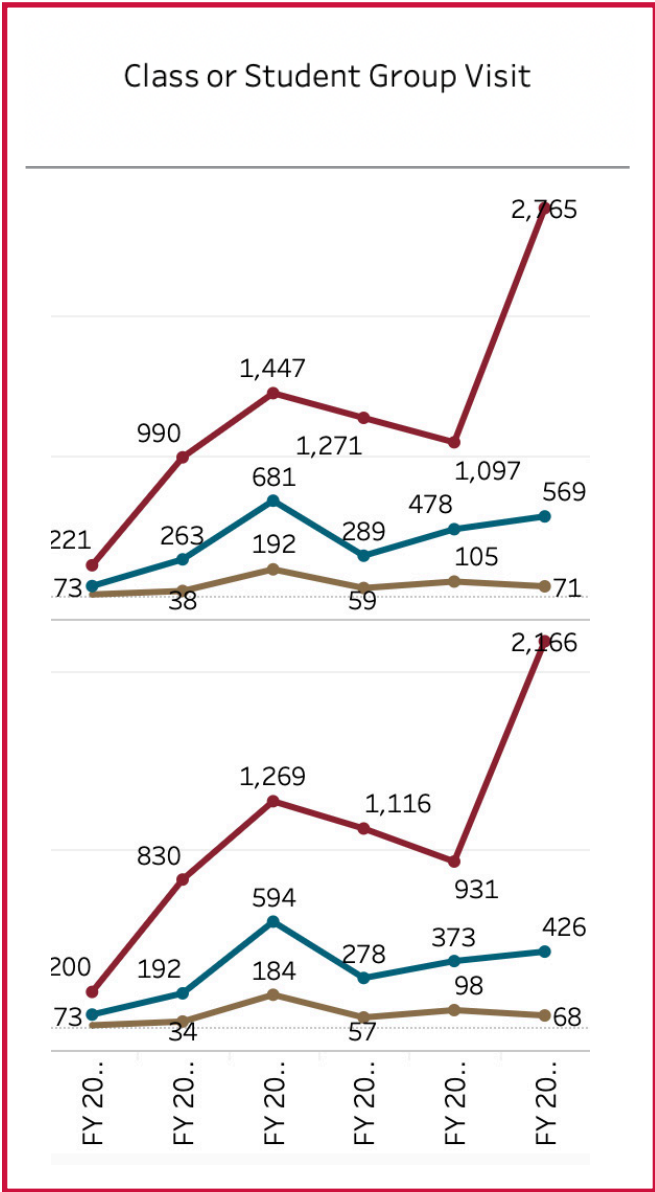
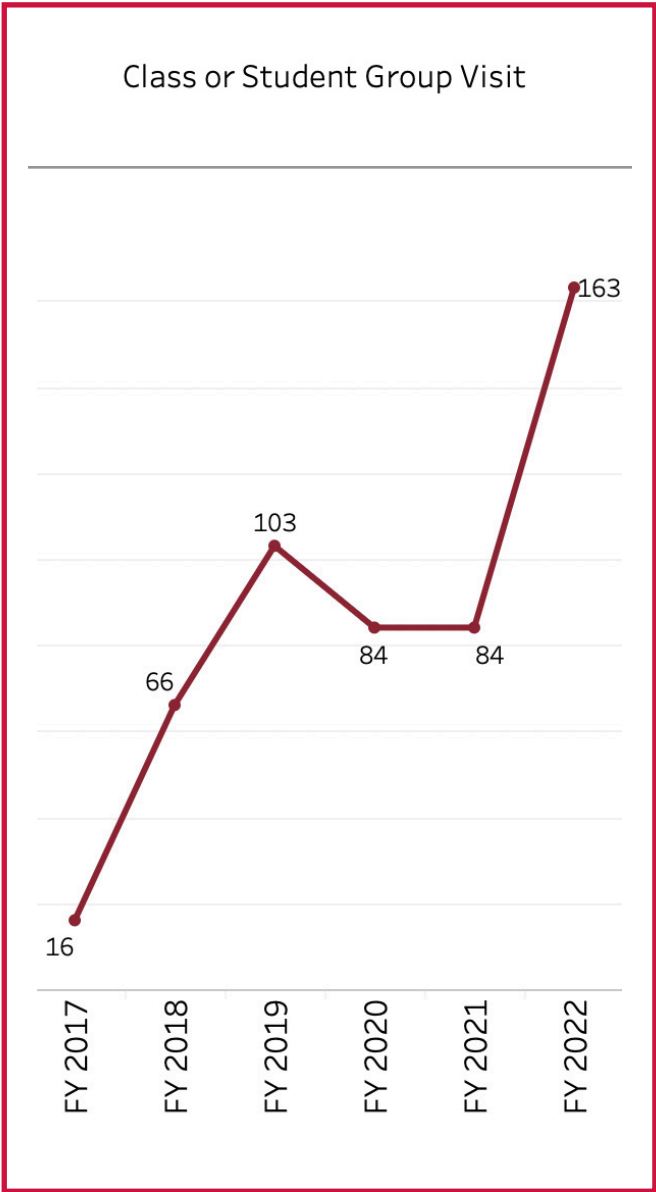
The Burwell Center continues to thrive as a hub of activity. We look forward to continuing to connect students, alumni, and the DU community through the Burwell Center.



**Supporting the 4 Dimensional (4D) Experience
and fostering connections between classroom and careers**

One of the most striking areas of growth this year was the dramatic increase in class and student group presentations and career course integration, nearly doubling the number from the last two years. Many thanks to all our faculty partners who have made these collaborations possible. According to the comparative data

available from the National Association of Colleges and Employers (NACE), this level of collaboration positions DU as a national leader on the best practice of career course integration, and makes possible our ability to engage students in career development at scale.



Class examples:

- Media, Film & Journalism Studies Course: 40 students came to the Burwell Center for career education and a working session. The class was split in half and rotated after one hour. Half of the class learned about networking and using the DU Career Network while the other half of the class learned about resume writing and received feedback from CPD advising staff.
- The Classrooms to Career program, a collaboration with Arts & Humanities faculty Andrea Stanton & Rachel Walsh, trained 16 faculty on the NACE Career Competencies and how to incorporate them into their syllabi.
- Kim Gorgen's graduate Issues in Forensic Psychology class (35 students) came to the Burwell Center to learn about the career resources available to students including our meeting rooms for interviews and the Career Closet.

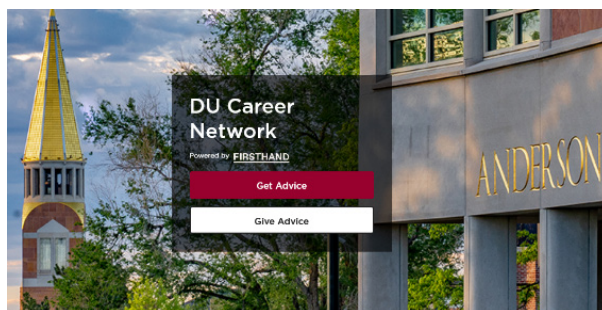
Celebrating and partnering with Faculty Career Champions:

- We celebrated 187 unique Faculty Career Champions last year and hosted the 5th Annual Faculty Career Champion breakfast with over 120 guests including the Chancellor, Provost, and senior leadership in the Burwell Center. This was the first large scale in-person event post COVID. <https://career.du.edu/blog/2021/09/13/meet-the-2021-faculty-career-champions/>
- We also hosted six Faculty Career Champion Working Group meetings to gain feedback and input on career integration strategies and how faculty can add value when working with students on their career and lives of purpose dimension.

- Three Faculty Career Champion eNewsletters were created and sent to over 700 faculty with a 56% open rate.
- Data outcomes from specific colleges and majors were presented to 35 faculty members (chairs, deans, directors).

Progress on professional mentoring initiatives, supporting the 4D constellation of mentors:

- The Assistant Director of Professional Mentoring was hired in October 2021 through the Chancellor's Innovation fund.
- This new AD built relationships across campus and piloted a group mentoring experience in partnership with Housing and Residential Education. The Industry Exploratory Mentoring Group (IEMG) is a continuation of the Industry Insights Group pilot program that gives students the opportunity to connect with alumni and explore various industries to learn more of the individual divisions that make up and support an organization. <https://career.du.edu/blog/2022/03/17/professional-mentoring-series-industry-exploratory-mentoring-group-iemg/>
- DU Career Network: Completed consultations grew from 75 on the old platform to 243, a 324% increase. Active partnership between alumni and student-facing teams on campus led to the increase.



Student Employment

The Student Employment office wants student employees to have meaningful learning and professional developmental experiences. When students graduate, we want them to say, “the one thing that prepared me the most was this student employment job.” To accomplish this, we’re building the student employment program to be student-oriented and learning-focused. We’re building a career-ready community grounded in social justice practices.

We use the [NACE Career Competencies](#) to frame our work. These competencies explore and grow skills across the dimensions of the [4D Experience](#). This process of reflection, connection, and discovery delivers on the 4D Experience, providing opportunities that support students’ intellectual growth, character growth, well-being, and sense of purpose.

BY THE NUMBERS

3120

**Approximate
Number of
Student Employees**

550

**Approximate
Number of
Supervisors**

49.6%

**Student Employee
Engagement**
(compared to 29.9%
the previous year)

28%

**Supervisor
Engagement**
(compared to 17%
the previous year)

Program Highlights

Key Goals:

- Continue to focus on growing supervisor and student employee competencies.
- Continue to focus on growing student rating of employment quality.
- Meet these focus areas through student employee & supervisor programming, human resources operations, and marketing & communications.

Signature Programs and Functions:

New Student Employee Orientation

- 613 students have completed orientation modules via Canvas.
- 92% agree it was valuable.

Student Employment Job Fair

- 273 attendees for fall, 73 for winter.

National Student Employment Week

- 70+ nominations for student employees, 20+ nominations for supervisors.
- Keynote speaker on NACE career skill theme (ex. the tensions of professionalism)

NACE Career Skills Training for Student Employees

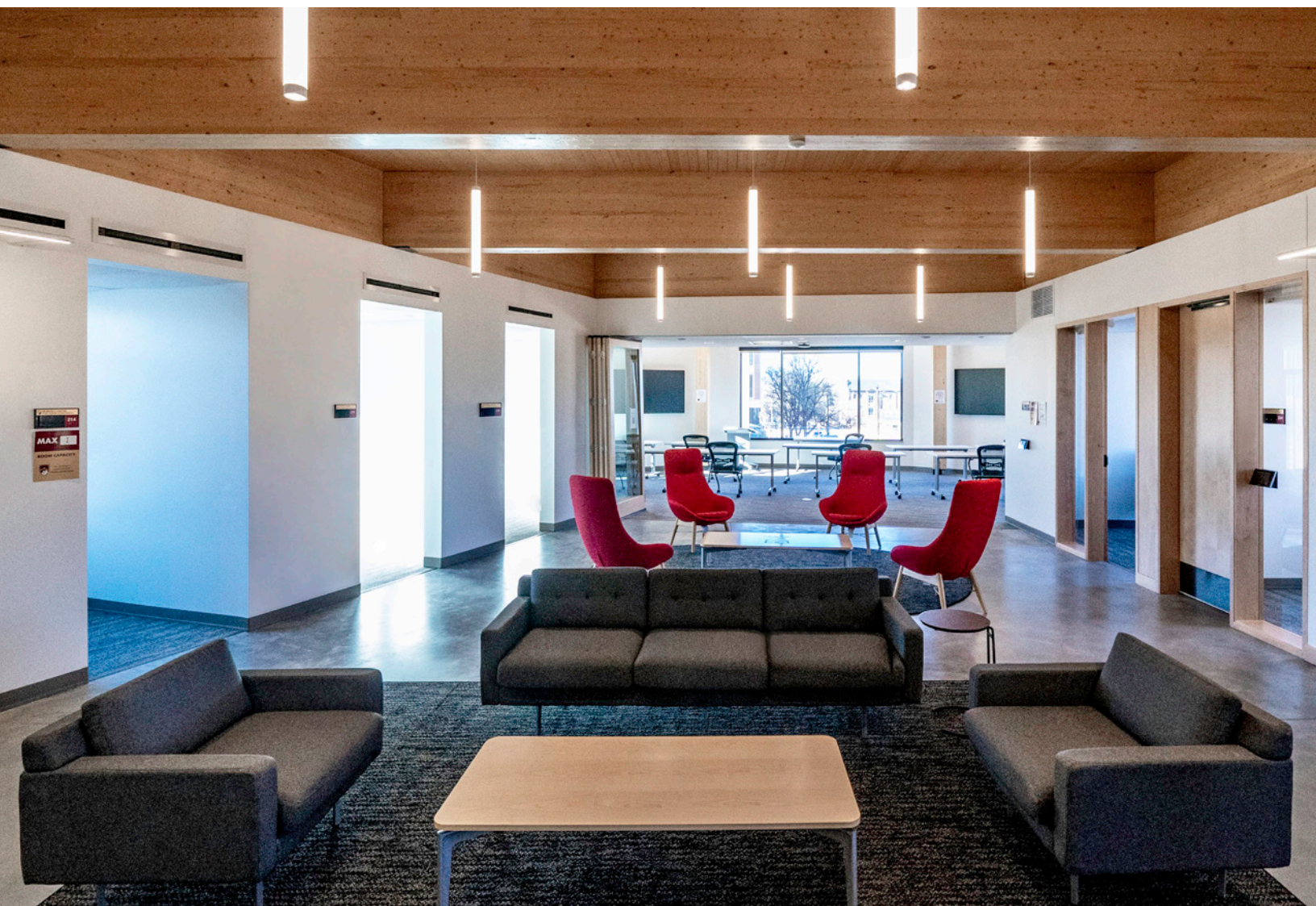
- 20 department requests for staff training. 1 campus-wide training per quarter.

Supervisory Skills Certificate Program

- Participants showed an increase in confidence in all supervision skill learning objectives.
- 88% net promotor score (NPS of 72+ is the top quartile of organizations/programs)

Human Resources Operations (workforce planning, compensation, employee relations, performance evaluation)

- 197 student employees were evaluated with 227 evaluators.
- Data of these evaluations show students rated higher in the career competencies of equity & inclusion, teamwork, and communication.



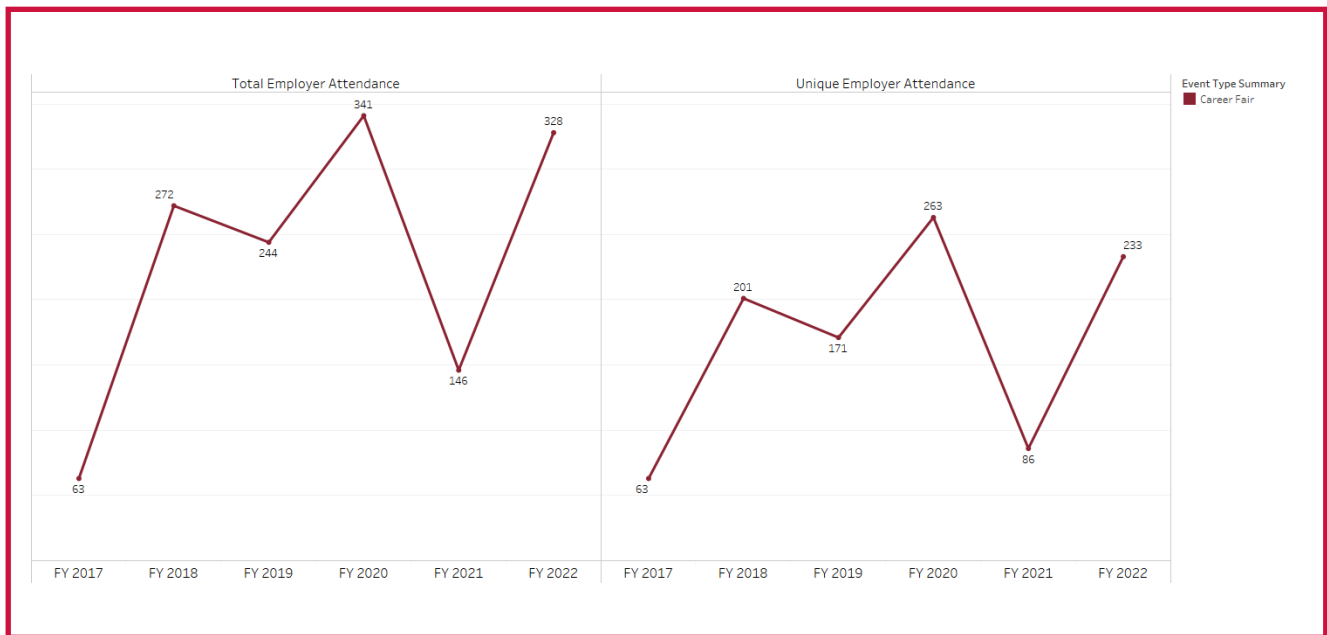
Employer Connections

This year, the Employer Connections team focused on welcoming employers back to campus and holding our signature events in the Burwell Center for the first time. We are proud that with much planning and coordination, we were the only campus in Colorado to host an in-person career fair in the fall of 2021 and that we continued in-person fairs throughout the year.

Employer engagement surpassed our expectations:

- We initially expected to hold a single day event with a maximum of 34 employers.
- After employer registration nearly doubled before the deadline, we pivoted to include a second day.
- With the success of the fall quarter career fair, our team then hosted two-day events for both the winter and spring quarters.
- This model enabled us to host 233 unique employers in 2021-2022.
- This number almost reached the pre-COVID level of engaged employers and almost tripled the number of employers seen at the height of COVID (chart below).

Career Fair Employer Attendance



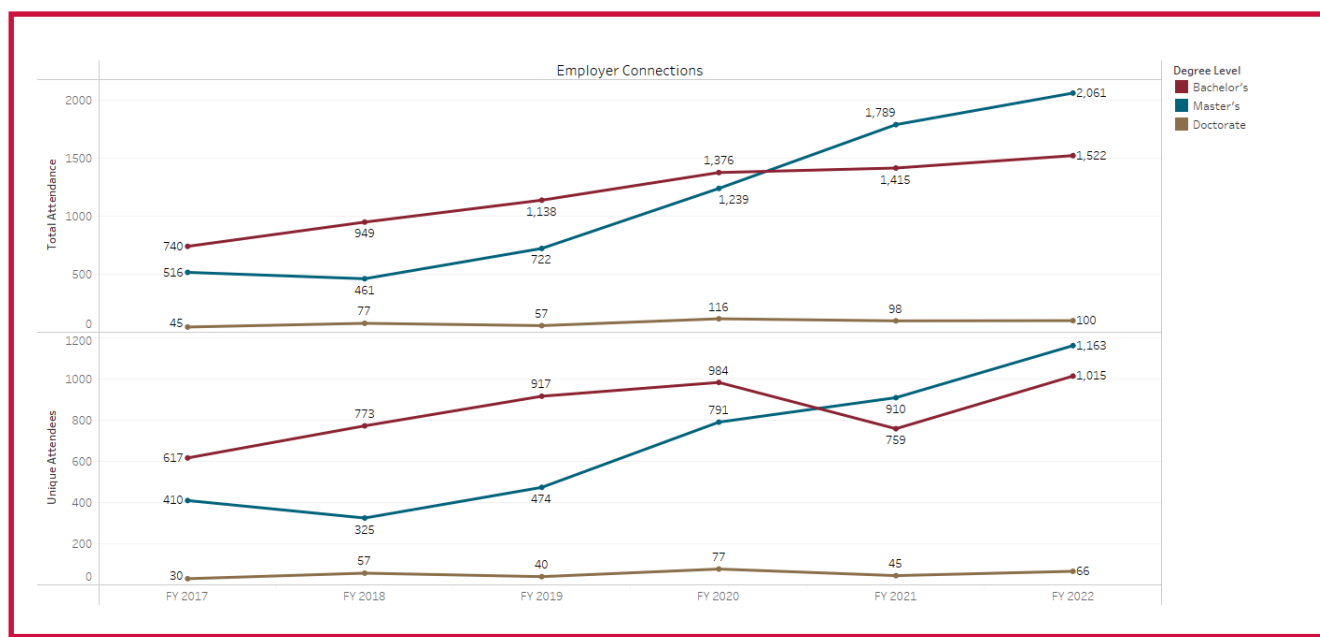
Customer satisfaction exceeded the national standard:

- For several years, we have been working on communications, processes, and feedback mechanisms to bring our Net Promoter Score (NPS is a method of measuring customer satisfaction) above 50%, which is the top national standard for a career fair experience according to NACE.
- With all the changes created and implemented into our customer experience, we were able to achieve a 55% NPS score in FY22. For our first year in Burwell and returning post- COVID, we are extremely happy about exceeding this standard.
- This also marks a substantial increase in customer satisfaction over the past several years; our FY19 NPS was below 10% and has increased dramatically in response to the changes implemented.

We are also happy to see student engagement for employer events trend back towards pre-COVID levels:

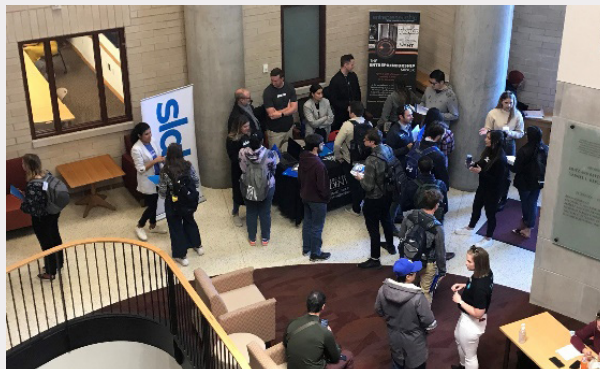
- In FY22, 759 unique students attended our employer events (739 unique students attended in FY20, and our highest recorded year of attendance was FY19 at 892).
- We are pleased that despite the hesitation to return to many larger events during and after COVID, we were able to create a safe environment that our students felt comfortable entering.
- FY22 also saw the highest number of graduate students engaged in employer events to date, with 1163 unique master's students attending (up 145% from FY19, see chart below). Our continued partnerships with our graduate and professional schools as well as collaborative event planning have led to significant growth, and we look forward to continued increases as these partnerships deepen.

Event Attendance by Degree Level



Program examples:

Slalom and Slalom Build Taco Truck Meet & Greet. This year we hosted a networking/recruiting event with our partners at Slalom Management Consulting and their technology/engineering division, Slalom Build. The Slalom team brought 11 recruiters and hiring managers, 3 of which were DU alumni to talk with students interested in STEM careers with a major consulting firm. More than 120 students stopped by for tacos and chats with the Slalom team.



Career Fairs in our new Burwell Center for Career Achievement:



Alumni Career Services

Alumni Career & Professional Development (ACPD) continued providing tactical webinars on job search and professional development to alumni during FY22. The partnership with the graduate student-facing team grew even stronger. This was especially important in a year where ACPD was down by one person for half of the fiscal year. A strong average net promoter score of 67, many repeat attendees and unsolicited compliments

like those below show that programs were well-received and that ACPD is accomplishing our mission to grow gratitude for DU by supporting our alumni's professional success.

- I just want to say **thank you** for your exceptional level of professionalism with regard to the Hire Colorado career fair yesterday. Your table at the entrance with our name tags really was such a differentiator...it certainly made DU jobseekers

stand out on the floor while networking! I continue to be impressed and so appreciative of everything my education at DU has led to. Go Alma Mater! - Hannah Major (BSBA '12)

- Thank you so much for the reply and the recommendations. I am beginning a mid-career transition that just happens to coincide with some friends in the same transition. They went to other Universities and DU is BY FAR the best at continuing to assist alumni...Thank you for what you are doing and for the support! - Amanda Mittelstadt (BSBA '01)

ACPD engaged 1846 alumni and 3453 total (alumni, students, friends) in career programming during FY22. This included:

- 48 webinars
- 3 paid, vendor-provided niche programs (career transitions and starting an independent consulting business)
- 3 vendor-provided alumni career fairs
- 2 job clubs
- 5 job seekers circles
- 2 assessment workshops

FY22 Program highlights:

- Get Hired Now was a 4-day program featuring 19 job search events and webinars plus an alumni career fair over the two weeks after spring graduation.



- Alumni attendance grew from 34 to 150, a 440% increase.
- Student attendance grew from 132 to 274, a 207% increase, including a significant bump in graduate student attendance.
- More than half of attendees attended more than 1 program.
- Career Skills Conference—In its fourth year, the Conference offered nine webinars during one week in January.



- The average net promoter score of all programs was 71.
- 458 alumni and 663 total attended including 309 unique attendees.
- 27.5% attended 4 or more programs and 59.8% attended more than one program.

First Destination Outcomes

We are pleased to report that the class of 2021 had strong outcomes six months after graduation with 92.1% of undergraduates, 93.5% of master's students and 95.1% of doctoral students employed, enrolled in continuing education, or in service/military activities six months after graduation. These numbers show an upward trend from the class of 2020 in keeping with the national employment landscape.

Our analysis continues to show that students who engage in internships are more likely to have post-graduation outcomes secured within 6-months

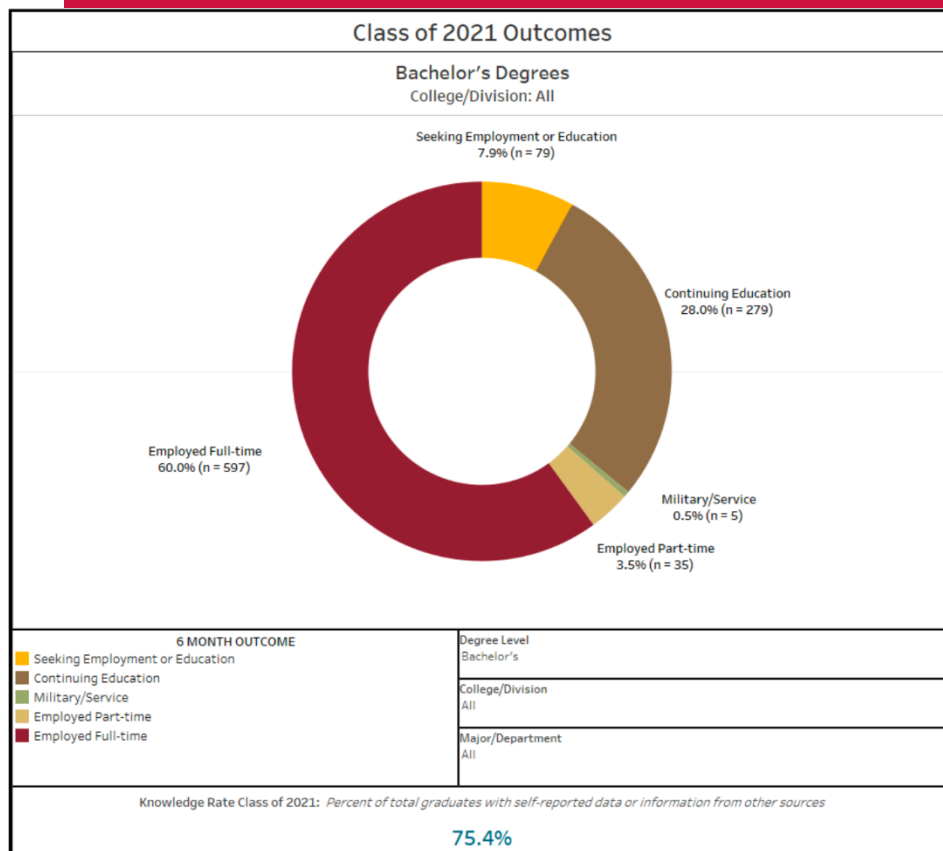
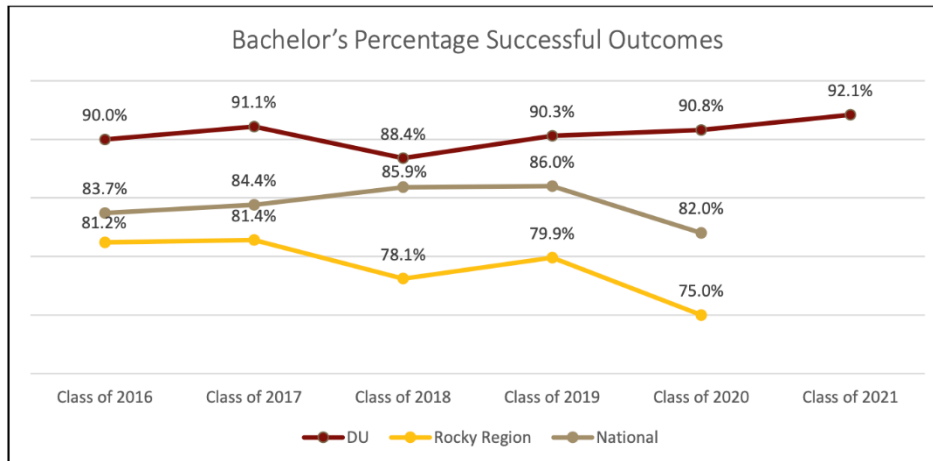
of graduation. Additional analysis conducted this year shows a positive relationship between increased career engagement and successful outcomes, thus reinforcing the deepening career engagement efforts outlined within the 4D Student Experience.

A more detailed summary of the undergraduate as well as graduate employment, internship, and salary outcomes for the class of 2021 is available on our website at <https://career.du.edu/our-impact/>



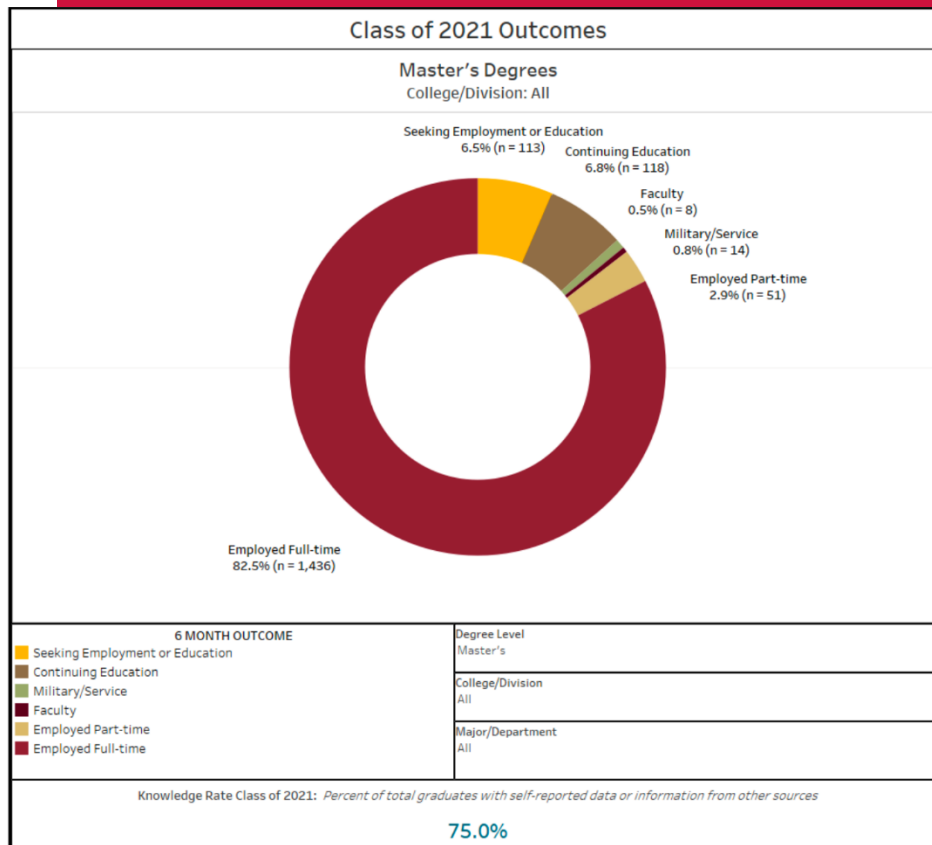
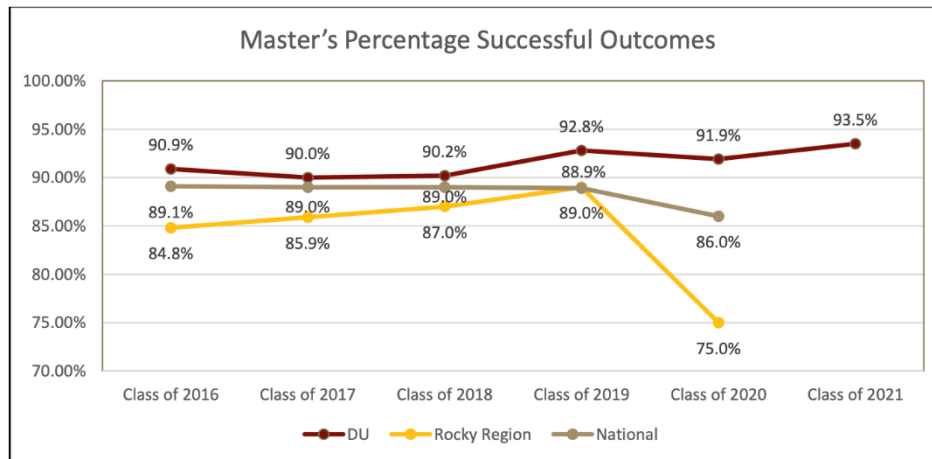
Undergraduate outcomes

HISTORICAL TRENDS

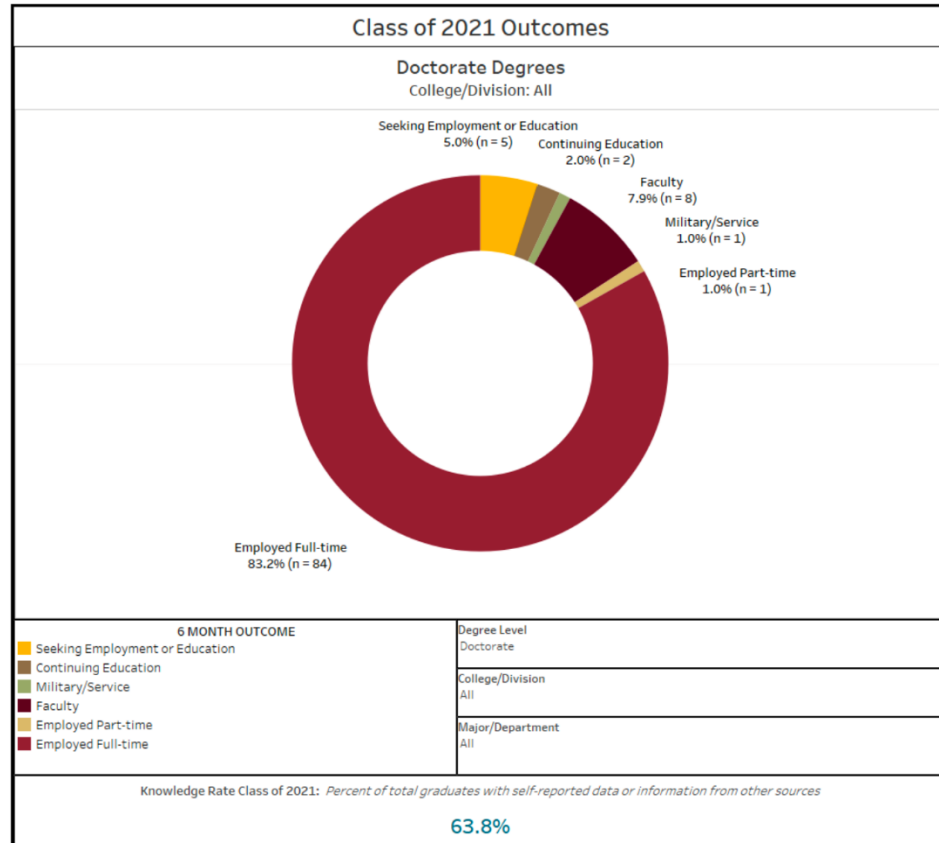


Master's outcomes

HISTORICAL TRENDS



Doctoral outcomes



Career and Professional Development Staff Team: Contributing to the field in FY22

We are proud that in addition to our collective work on providing exceptional career services to DU students and alumni, CPD staff members contribute individually as leaders in the field nationally, regionally, and as partners with colleagues across DU.

Leadership and service roles held by CPD staff in the career development and higher education fields:

- Alumni Career Services Network (ACSN), Conference Committee: Cindy Hyman
- Collegiate Career Services Association of Colorado & Wyoming, President: Kyle Inselman
- Collegiate Career Services Association of Colorado & Wyoming, Treasurer: Katie McCue
- Collegiate Career Services Association of Colorado & Wyoming, Board Member: Rita O'Connell
- Cooperative Education & Internship Association (CEIA), Board of Directors, Vice President for Internship Networks: Mark Isenburg
- Global Career Services Summit, Programme Committee: Liz Lierman
- Iowa GROW, Campus Committee: Stacey Stevens
- National Association of Colleges & Employers (NACE), Strategic Positioning of Career Services Task Force: Liz Lierman
- National Career Development Association (NCDA), Co-Chair of the Diversity Initiatives and Cultural Inclusion Committee: Kyle Inselman

Presentations and awards given and received by CPD staff:

- Colorado Career Development Association Diversity Initiative Award: Kyle Inselman
- "How to Build (or Rebuild) an Alumni Career Services Program" and moderator for the keynote panel, "The Future of Higher Education and Alumni Career Services" at the ACSN annual conference: Cindy Hyman, co-presenter
- "State of DEI in the Profession" at the NCDA Annual Conference: Kyle Inselman, panelist and presenter of a DEI training activity
- "Stop! Data Time: A Deep Dive into Alumni Career Metrics and Tracking" at the ACSN annual conference: Katie McCue, presenter
- "Student Employment & Social Justice as a Best Practice," NACE DEI Series webinar, Elise Goss-Alexander & Stacey Stevens, presenters
- "Student Employment & Social Justice" webinar for the National Student Employment Association, Elise Goss-Alexander & Stacey Stevens, presenters
- Leadership Veteran Group train-the-trainers resume session: Patty Hickman & Mark Isenburg, presenters
- LEP Staff Award: Rita O'Connell
- 'You Rock' Awards: Marissa Ronquillo, Carolyn Sommers, Raissa Ames, Jane Kolb, Rita O'Connell
- Degree Attainment: Kyle Inselman, M.A., Religious Studies; Sarabeth Morofsky, Ed.D., Higher Education/Higher Education Administration; Ashley Weibel, M.Ed., College Student Services Administration



We would like to thank our DU community and all our partners for a great year in 2021-2022. If you would like to learn more or get involved with career and professional development, please visit career.du.edu/burwell-center/ or contact us at career@du.edu.

